

Begin forwarded message:

From: carmen zella <carmen@doartfoundation.org>
Subject: Re: Larchmont utility boxes
Date: November 12, 2015 at 2:22:09 PM PST
To: Rebecca Hutchinson <rebecca@h-rpr.com>
Cc: "Ma'ayan Dembo" <maayan@doartfoundation.org>, Heather Boylston <heather@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>, Shannon King <shannon@doartfoundation.org>

This is great~

We will try to get the flyer done before then if we are to meet our end of January install. With the holidays, we will need time to receive submissions, get an approval and install rather quickly.

I would like to start distributing the flyer to artists by the end of next week.

Thank you Rebecca!

Looking forward~

On Thu, Nov 12, 2015 at 12:58 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Hi Carmen, we'd like to use the same copy used in the sample flier you sent! Just replace the Hollywood info with Larchmont Village BID. Let's also add the submission deadline to the flier: December 8

Our logo is attached. If possible, please also include the watercolor (also attached) somewhere in the flier. (It's not really necessary if it's too challenging because we show it on the application.)

URL is larchmontvillagebid.com

Heather, please confirm we have all the passwords for our site so we can have Christophe create a link to the application from the home page.

We'd like to have this ready to go early next week if possible so artists have plenty of time to submit.

Thanks!
Rebecca



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Nov 6, 2015, at 8:13 AM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca,

Here is an example of other fliers that were created and branded to fit this District.

To answer your question, YES - we would go back to the drawing board or solicit specific artists that we like in this case!

Best!

On Thu, Nov 5, 2015 at 2:54 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Ma'ayan and Carmen — I'm awaiting final approval on this — will have it to you asap.

One question that came up: what if our board doesn't like any of the submissions? I'm sure this is HIGHLY unlikely, given your outlined process and two of the artists we know who are interested in submitting, but would we go back to the drawing board with submissions and gather more?



Rebecca Hutchinson/ President + CEO, Even Days

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On Nov 4, 2015, at 1:48 PM, Ma'ayan Dembo
<maayan@doartfoundation.org> wrote:

[Updated!](#)

On Tue, Nov 3, 2015 at 5:09 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thanks! There isn't a reference to the watercolor I had attached. Is that intentional or is there a way to let artists know that's what's already on the street?

I also realized I didn't attach the higher res logo — here you go. Is that high enough?

Timeline looks good!



Rebecca Hutchinson/ President + CEO, Even Days

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On Nov 3, 2015, at 3:03 PM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca & Heather~

We have modified the survey - please see your notes implemented. [Here](#)

How are these dates?

The timeline would go as follows:
Submission deadline - December 8th

Selection decided by - January 10th
Installation finished by - January 23rd

Best!

On Tue, Nov 3, 2015 at 8:06 AM, Heather@h-rpr.com <heather@h-rpr.com> wrote:

I think you covered it all, Rebecca. Thanks



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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On Nov 3, 2015, at 7:57 AM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thank you, Ma'ayan! This looks great. A couple things:

— there are 2 places where Larchmont Village is referred to as “the” Larchmont Village. Please just take out “the”. It’s here and in the next line: **What is your favorite aspect of the Larchmont Village? ***

— we would like to be sure artists are aware of the BID’s description of our village, listed here <http://larchmontvillagebid.com/index.php>, and the artwork that’s already on the side of the Big Belly trash and recycling bins on the street (see attached)

— for the timeline, we’d like to have this installed in January instead of December. It might get lost in the holiday shuffle of all the things we have going on in the Village around Christmas if we install the art on 12/23

Heather and Tom, do you have anything to add?

Thank you!
Rebecca



Rebecca Hutchinson/ President + CEO, Even Days

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On Nov 2, 2015, at 1:24 PM, Ma'ayan Dembo
<maayan@doartfoundation.org> wrote:

Hi Rebecca, Heather, and Tom,

[Here](#) is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

Let me know if there are any comments or suggestions for the survey. I would like to use a higher-resolution photograph of the BID's logo, so please send one my way.

The timeline would go as follows:
Submission deadline - November 18th
Selection decided by - November 25th
Installation finished by - December 23rd

Thank you very much,
Ma'ayan Dembo

On Wed, Oct 28, 2015 at 1:30 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Wonderful, thanks! And you will send us an invoice, right?



Rebecca Hutchinson/ President + CEO, Even Days

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On Oct 28, 2015, at 11:46 AM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca!

Here is the countersigned!

From here we will customize the application form for Larchmont Village and place on websites and flyer - and set up a calendar for submissions and applications, and installation!

On Tue, Oct 27, 2015 at 4:20 PM, <rebecca@h-rpr.com> wrote:
Hi - Here's the signed agreement.

Begin forwarded message:

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From: carmen zella <carmen@doartfoundation.org>

Date: October 23, 2015 at 2:51:06 PM PDT

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Larchmont utility boxes

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson
<rebecca@h-rpr.com> wrote:

Thanks, great!

Just a couple changes before I send to our ED:

— please change the official name of our BID to Larchmont
Village BID (the “village” is missing in the doc)

— date says 9/10/15 in “Ownership” section — need to change

Thanks.

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|

Rebecca Hutchinson/ President + CEO, Even Days

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On Oct 22, 2015, at 8:43 AM, carmen zella
<carmen@doartfoundation.org> wrote:

<DOART_DealMemo_LarchmontUtilityBoxes.pdf>

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"A little inspiration goes a long way"

Carmen Zella

Founder & Creative Director
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<doc02111220151027152622.pdf>

<Larchmont_PanelArt_052913b.tiff>

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["A little inspiration goes a long way"](#)

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["A little inspiration goes a long way"](#)

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<SVBID Utility Box Art - Call for Artists V4.jpg>